



THE EUROPEAN
LOTTERIES
FOR THE BENEFIT OF SOCIETY



Hosted by

EL Communications Workshop

Connecting with Gen-Z: Brand Storytelling for the Next Generation

September 4-6, 2024 | Reykjavik, Iceland

BROCHURE

In today's rapidly evolving landscape, digital advances are shaping the way businesses connect with their audiences and how they tell their story. Generative AI tools are being used more and more for brand content creation and engaging with customers in a new way. **But, how can lotteries use AI powered brand storytelling to reach new audiences, whilst maintaining the highest level of responsibility and consumer protection?**

EL's communication workshop therefore aims to equip lottery professionals with cost-effective and innovative methods to create personalised, diverse, and captivating brand communications using new tools.

There will be the opportunity to explore the defining traits of Gen Z (digital natives, socially conscious), discuss how their preferences for creativity, personalisation and authenticity shape brand storytelling strategies and emphasise the importance of responsibility and sustainability in lottery communications. EL lottery members will also bring their expertise and case studies to the table.

The interactive part of the workshop will focus on collaborative exercises such as designing scratch cards, PR campaigns, instruction manuals or social media posts as well a guided training on how to incorporate these into brand campaigns and narratives. By combining insights into Gen Z behaviour and trends, with a hands on training, participants will gain practical skills to enhance brand storytelling for the next generation.

WHO SHOULD ATTEND?

Marketing, advertising, sales, corporate communication and digital experts, brand and product managers, PR, media relations, corporate public affairs.

WHEN?

The workshop will start with a welcome dinner on Wednesday 4 September and end on Friday 6 September with a departing lunch.

WHERE?

Hótel Reykjavík Grand
Sigtún 28, 105 Reykjavík | [website](#)
(Airport) Transfers are not organised.

ACCOMMODATION

Participants are requested to book their own accommodation. You can take advantage of a preferred rate for the nights September 3, 4, 5 & 6 (limited availability) by using the booking link indicated in the written confirmation with the contact details.

COSTS

EL Lottery & Associate Members

1'650 EUR ex. VAT

*The fee includes participation in the seminar (4-6 September). **The fee does not include hotel accommodation.***

REGISTRATION

Please confirm your attendance to the EL Secretariat no later than **August 2** by [registering online](#) through the EL website. A confirmation will be sent to you upon receipt of your registration, together with the invoice.